

Redevelopment Commission Update

3rd Quarter

April – 2010



City Council and Redevelopment Commission members participate in the ribbon cutting ceremony for Nathaniel Village in January - 2010.

Nathaniel Village

To the sound of scissors cutting through ribbon and warm applause, West Greenville's newest housing option officially opened its doors on a chilly January day. Soon after its official opening, Nathaniel Village, a 48 unit affordable multi-family housing development was fully leased. Developed through an innovative public/private partnership between the Redevelopment Commission and Winston-Salem based developer Landmark Asset Services, the project was funded through a combination of tax credits, private equity and an affordable housing loan provided by the City of Greenville. Completion of the housing development project met key goals outlined in the Center City – West Greenville revitalization plan, none more important than that of providing diverse residential housing options in the West Greenville neighborhoods.

Reade-Cotanche Streetscape Project

The Redevelopment Commission awarded a construction contract to Hudson Brothers Construction Company of Greenville in June 2009 for completion of streetscape improvements to portions of Reade and Cotanche Streets in Greenville's Uptown Commercial District. The project includes resurfacing of streets, construction of new sidewalks, pedestrian crosswalks and crossing signals, installation of landscaping, new parking metering systems along with installation of several pieces of public art. The project is expected to be complete in May of 2010.



Redevelopment Commission of Greenville
201 West Fifth Street
P.O. Box 7207
Greenville, NC, 27835
www.greenvillenc.gov/urbandevelopment

252-329-4502

Building Block Grants

Over the past 36 months, the West Greenville Building Block Grant program has made funds available to owners and tenants of commercial buildings for a wide range of renovation projects. A total of thirteen grants have been made to date by the Redevelopment Commission for projects at buildings along West 5th Street, Pitt Street, Spruce Street and West 10th Street.

In January 2010, the Redevelopment Commission approved a new grant program modeled on the existing Building Blocks program that would provide funds for similar projects along the Dickinson Avenue Corridor. The Greenville City Council authorized a pilot grant cycle for the program in April and will consider funding for additional rounds during their upcoming budget deliberations.

Town Common Master Plan

In partnership with the Recreation & Parks Department and through the design services of Cole Jenest & Stone, initial concept and schematic plans have been completed and reviewed by the project steering committee.

This project will not only provide a vision for this large open space in our urban core, but it has the potential to transform the park into a regional destination.

The next step in the process will be to complete the schematic plan, which will be followed by additional opportunities for public review and comment. It is expected that the master planning process will be completed in the fall of 2010.



2009 – 2010 Work Plan Items

- Center City Design Standards
- Historic Adaptive Reuse Projects
- West Greenville Building Block Grants
- Small Business Plan Competition
- Streetscape Pilot Projects
- Comprehensive Wayfinding Project
- Five Points Plaza Project
- Revitalization Area Tax Increment Financing
- Residential and Mixed Use Development
- West Greenville Business Incubator
- Civic Art Initiative
- Revitalization Area Marketing
- Town Common Area Improvement Study
- Establishment of a Science Center
- State Theatre Restoration Project

Five Points Plaza

Susan Hatchell Landscape Architecture was hired in June 2009 to help remake the Evans Street parking lot into a gathering place for public events. An important part of the planning process has been an effort to recall the character and aesthetic qualities that made the Five Points area Greenville's premier shopping and cultural destination for the first half of the 20th Century. The conceptual plan for the project was presented to the Redevelopment Commission in September 2009 and was approved by the City Council in October 2009.

Details of the design include transformation of the existing parking lot into a single surface venue capable of serving both as a parking lot as well as an event space. Five new decorative market structures will be added along the perimeter along with traffic control systems, benches, lighting, street trees and an information kiosk. The "Laughinghouse" clock which has been a fixture at the corner of 10th and Evans Street for the last decade will remain. It is expected that construction on the project will begin in early November and be complete by April of 2011.



FOR SALE

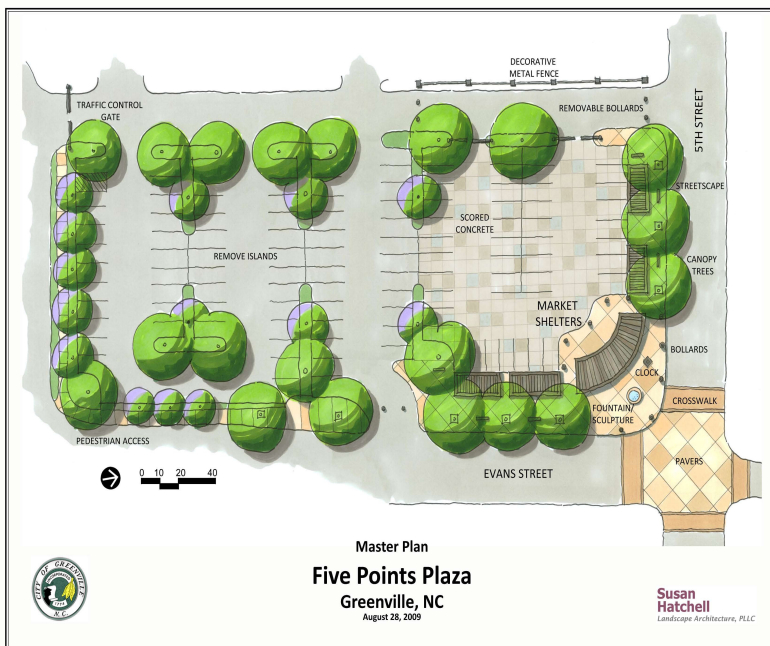
For information on purchasing this high quality, affordable home, please contact Gloria Kesler with the City of Greenville at (252) 329-4226

Affordable Housing Development Efforts Continue

In spite of the seemingly endless stream of bad news associated with the US housing market, efforts continue in the West Greenville Revitalization Area to provide high quality yet affordable homes for the area's citizens. To date, 17 homes have been constructed through a variety of public, private as well as not-for-profit partnerships with a total of nine of those homes now occupied by new residents. These homes are built to the highest industry construction standards and include energy efficiency features that have the potential to save owners thousands of dollars of their term of ownership.

For additional information on the City of Greenville's home ownership initiatives, please visit the Community Development Department on the web at:

www.greenvillenc.gov



Keeping up with our revitalization progress

The following list is taken from Chapter 5 of the Center City – West Greenville Revitalization Plan. Each item represents a key redevelopment goal, project or strategy envisioned by Greenville’s citizens, and subsequently adopted by the Redevelopment Commission and City Council. Each action taken by the Redevelopment Commission is tied to one of the goals, strategies or projects outlined in the adopted Revitalization Plan

<i>Redevelopment Plan Goal, Project or Strategy</i>	<i>Related Redevelopment Actions</i>
Development of Design Guidelines	Adopted in February 2010
Independent Living Center	Searching for partners and location
Hotel/Alumni Center/Office Building	Hotel and mixed use development remains an important goal
West Greenville Housing	17 residential homes constructed; 66 owner-occupied homes rehabbed and 48 units of multi-family construction completed; land banking continues
Sadie Saulter School Renovation	Under consideration by Pitt County Schools
Redevelopment of Martin Luther King Jr. Drive (Now West 5 th Street)	W. 5 th Street Gateway Project; 4 new homes; Police Substation; Gorham Intergenerational Center; Nathaniel Village;
Dickinson Avenue Arts District	Business improvement grants; Potential Go-Science location; Five Points Plaza Project
Streetscape Improvements	W. 5 th Street Gateway project; Reade & Cotanche Streets Project; Comprehensive Wayfinding; Five Points Plaza Project
Albemarle Avenue Projects	Planning for impact of 10 th Street Connector Project; land assembly
Development of University Housing in the Downtown	First Street Place lofts; planning for additional projects
Development of a City Parking Deck	Several locations identified – construction based on requirements of new developments
Eastern North Carolina Regional Science Center	Potential location on Dickinson Avenue
Performing Arts Center	Acquired former State theatre; support for ECU performing art center
County Building Expansion	No current plans
Zoning & Density Changes	Rezoning to single family (R6) in West Greenville; rezoning to downtown commercial (CD) in the urban core
Flexibility in Zoning Codes	Changes to density requirements;; changes to parking requirements; changes to sign code